



Little Boy

Little Girl

Santa Claus Will Be at the Children's Christmas Festival With a Present for You

Every little boy and girl attending the festival will receive a present--no one will be forgotten and those who have the largest number of coupons have their choice of the presents contributed by the leading merchants of Richmond as shown in the list opposite. Have mother order the

The Velvet Kind
PURE ICE CREAM

List of Extra Presents

5 lbs. Candy—By Levenson Cigar Co.
Brownie Kodak—By The S. Galeski Optical Co.
Solid Gold Ring—By J. S. James.
Guitar—By Lee Fergusson Piano Co.
Electric Car and Track—By Robinson, Nelson & Co.
Reed Chair—By Rother & Co.
2 Gold Brooch Pins—By Nowlan & Co.
Boy's Indian Suit—By Meyer Greentree.
Boy's Cowboy Suit—By The Globe.
One Rocker—By Ryan-Smith Co.
10 Doll Trunks—By Rountree's.
Child's Toilet Set and 5 lbs. Candy—By Tragle's.
One dozen Dolls—By Rountree, Sutherland & Cherry.
An entire Box to Thos. Shea Repertoire—By the Bijou Theatre.
Child's Desk and Chair—By Jones Bros.
Solid Gold Ring—By J. T. Allen & Co.
\$6.00 Watch—By Lumsden & Son.
2 School Sets—By Virginia Stationery Co.
1 pair Roller Skates—By Harris, Flippen & Co.
Set of Furs—By Whitlock Millinery Co.
\$2.50 Gold Piece—By M. Crighton.
Gold Locket and Chain—By Schwarzschild Bros.
Flexible Flyer Sled—By Hopkins Furniture Co.
Mandolin—By C. B. Haynes Co.
One pair Shoes—By Specialty Shoe Co.
Basket of Nuts, Candies and Fruit—By Geo. McD. Blake & Co.
Brass Clothes Tree—By Kent Furniture Co., Petersburg.
Ticket of Admission, Good New Year's Week for every one present—By Victor Theatre.
5 lb. Box Charmian Chocolates—By Westmoreland Candy Co.
Child's Knife, Fork and Spoon—By N. Klein & Son.
Child's Leather Couch—By Sydnor & Hundley, Inc.

This List Will Be Added To From Time to Time.

The "VELVET KIND" Delivered Any Place---Any Time

FLAVORS:

Vanilla, Strawberry, Banana, Pineapple, Chocolate,
Peach, Caramel, Maple Nut.

PRICES:

Gallon \$1.25
Half Gallon 75c
Quart 40c

INDIVIDUAL BRICKS, NEAPOLITAN STYLE

Three Flavors, Three Combinations

Vanilla, Strawberry, Chocolate.

Strawberry, Tutti-Frutti, Vanilla.

Vanilla, Orange Ice, Chocolate.

PRICES:

Gallon \$1.50
Half Gallon 85c
Quart 50c

On out-of-town orders, tickets will be issued ONLY ON GALLON ORDERS. The Velvet Kind Ice Cream costs \$1.25 a gallon, and is shipped express collect, charges averaging between 25c and 30c.

Send orders direct to our Richmond office. We guarantee delivery in perfect condition.

Out-of-town customers who cannot attend the festival may receive the regular present by mailing their tickets to us with 4c in stamps to cover cost of forwarding. Out-of-town customers are, of course, eligible for

If there is any point in connection with our Christmas Festival that is not clear we will cheerfully explain either by phone or letter.

PURITY ICE CREAM CORPORATION

Phone Monroe 1861

10 South Jefferson Street

instead of going to the bother of making indigestible pies and puddings for dessert. It will be much better for you, as ice cream is healthful and nutritious---in fact, it is much more nourishing than many staple articles of food.

SPECIAL!

On Richmond Orders Only

A Whole or White Ticket Given With Quart Orders

For a short time only we will issue a **WHOLE** or **WHITE** ticket with every **QUART** of the Velvet Kind ordered. Thus, if you order two quarts you receive **TWO WHOLE** tickets or **THREE White** tickets with **THREE** quart orders.

Look for the tickets inclosed in the envelope containing the bill---a **white** or **whole** ticket is issued with all gallon orders and a **pink** or **half** ticket with all half-gallon orders.

One **white** ticket or two **pink** tickets entitle you to a **free** present and all the fun at the festival. Tickets are issued on all **retail** orders or in other words, those delivered to the **homes**. You may **order direct from us or through your local dealer**.

Attached to the tickets will be found a coupon, which, as noted above, entitles those holding the largest number to a choice of the **special** presents. The coupons on the **pink** tickets count as **half**, thus, if you have 50 **pink** coupons they are equal to 25 **white** or **whole** coupons. The one credited with the largest number has first choice of the entire list; the next largest to second choice and so on.

Save the coupons and we will tell you later on where and when to mail them.

SAVE THE COUPONS---you may give the extra tickets to your friends so that they may receive one of the regular presents and enjoy the Festival.

OUT-OF-TOWN ORDERS

the special presents. In mailing the **COUPONS** (we will announce the time and place to mail them later) they should include a list of their choice of the special presents---specify first choice, second choice, and so on, so that if the first choice or second choice, or any of the subsequent order of selection, is won by a person from out of town the special present they desire will be laid aside and forwarded.

Tickets with coupons attached are now being issued, and will be discontinued after December 22d---that is, no tickets will be issued with orders for delivery **AFTER** December 22d.